

## **PRIVACY POLICY**

At Schoogle, we value the trust you place in us. This Privacy Policy describes how we collect, use, store, and protect your personal information when you visit or use the Schoogle platform, which includes our school listing portal, ERP system, and payment processing features.

By using our website and services, you agree to the terms of this Privacy Policy.

### **1. Information We Collect**

We collect the following types of information based on your interaction with the platform:

#### **1.1 From Schools:**

- a) School name, address, contact details
- b) Administrative contact information (email, phone, designation)
- c) Academic data, fee structure, amenities, photos, and awards
- d) User account credentials for ERP or dashboard login
- e) Bank details for payment processing (where applicable)

#### **1.2 From Students & Parents:**

- a) Student name, age, class, academic history (if submitted through enquiry or admission forms)
- b) Parent/guardian name and contact details
- c) Location or area preferences for school searches
- d) Payment details when paying school fees through the platform

#### **1.3 Automatically Collected Data:**

- a) IP address, browser type, operating system
- b) Device information and access times
- c) Browsing behavior on our website (e.g., schools viewed, time spent)

### **2. How We Use Your Information?**

We use the information collected for the following purposes:

- a) To list and display school information to users searching on the platform
- b) To process and manage student enquiries and admission requests
- c) To enable ERP features for registered schools (attendance, fees, academics, etc.)
- d) To process payments securely via integrated payment gateways

- e) To send important service updates, alerts, or promotional communication (with opt-out option)
- f) To comply with legal and regulatory requirements

### **3. Sharing of Information**

We do not sell or rent your personal data to third parties. However, we may share your information in the following cases:

- a) With authorized service providers or partners (e.g., payment gateway providers, SMS/email service partners) strictly for operational purposes
- b) With law enforcement or government bodies when legally required
- c) With other users (e.g., schools receiving enquiry data submitted by parents)

### **4. Data Security**

We implement strong physical, technical, and administrative safeguards to protect your data, including:

- a) SSL encryption for data transmission
- b) Secure login with role-based access for ERP users
- c) Limited access to sensitive data to authorized personnel only
- d) Regular security audits and data backups

### **5. Cookies and Tracking Technologies**

We use cookies and similar technologies to:

- a) Remember user preferences
- b) Improve user experience
- c) Analyze site performance and usage

Users can disable cookies in their browser settings, but this may affect some features.

### **6. Data Retention**

We retain your personal data:

- a) For as long as necessary to provide services or as required by law
- b) Schools may request permanent deletion of their data upon termination of services
- c) Parent or student-related enquiry data is retained for internal analysis and service improvement for a reasonable period

## **7. Your Rights**

As a user, you have the right to:

- a) Access or update your personal data
- b) Request deletion or correction of your information
- c) Withdraw consent for non-essential communications
- d) Lodge a complaint with the appropriate data protection authority, if applicable

## **8. Children's Privacy**

Schoogle does not knowingly collect personal data directly from children. All student-related data is assumed to be submitted by authorized adults such as school administrators or parents and Schoogle does not hold responsibility in case any confidential or private data is shared by children (below the age of 18 years) that is not required by Schoogle, knowingly or unknowingly.

## **9. Changes to this Privacy Policy**

We may update this Privacy Policy from time to time. All changes will be posted on this page with a revised effective date. Continued use of the platform after changes constitutes your acceptance of the updated policy.